



WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214

Crossroads Media  
66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

### Contract # 339694

Schedule Dates 11/03/12-11/06/12  
Advertiser Agency/T-Code Crossroads Media (13324)  
Product Political - Issue (1068)  
Brand ISS/AMER. CROSSROADS (140910)  
Salesperson Telerep/Washington DC, Washington DC (1040)  
Buyer Name MARONEY,STEPHANIE  
Phone/Fax /  
CPE 11/27/1339  
Account Types National/Political  
Billing Type Standard  
Comments AMER CROSSROADS

\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*,

		Pittsburgh (WPXI)		Spots		Rate	
		Broadcast Month	Spots	Broadcast Month	Spots	Nov. 2012	26
		Grand Total:					\$47,525.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	10A- Ellen							1		\$675.00	\$675.00	Pittsburgh (WPXI)	ELLEN 10-11A/1	11/1/12	
2.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	11A- Anderson							1		\$275.00	\$275.00	Pittsburgh (WPXI)	ANDERSON 11A-12N/2	11/1/12	
3.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	12:30P- The Doctors							1		\$275.00	\$275.00	Pittsburgh (WPXI)	THE DOCTORS 1230-130P/4	11/1/12	
4.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	11:59A- Channel 11 News							1		\$575.00	\$575.00	Pittsburgh (WPXI)	NOON NEWS/5	11/1/12	
5.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	1:30P- Today Show 130P							1		\$575.00	\$575.00	Pittsburgh (WPXI)	TODAY SHOW 130-230P/6	11/1/12	
6.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	2:58P- Days Of Our Lives							1		\$500.00	\$500.00	Pittsburgh (WPXI)	DAYS OF OUR LIVES 3-4P/7	11/1/12	
7.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	4:28A- Channel 11 News							1		\$175.00	\$175.00	Pittsburgh (WPXI)	NEWS 430-5A/8	11/1/12	
B.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	4:58A- Channel 11 News							1		\$325.00	\$825.00	Pittsburgh (WPXI)	NEWS 5-530A/10	11/1/12	
9.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	5:29A- Channel 11 News							1		\$1,125.00	\$1,125.00	Pittsburgh (WPXI)	NEWS 530-6A/11Z	11/1/12	
10.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	9A- Today Show 9a							1		\$825.00	\$825.00	Pittsburgh (WPXI)	TODAY SHOW 9-10A/19	11/1/12	
11.0	Normal Line / Spot	11/03/12-11/03/12	2	:30	10:59P- CHANNEL 11 NEWS AT 11P							1		\$4,200.00	\$4,200.00	Pittsburgh (WPXI)	11-1135P/20	11/1/12	

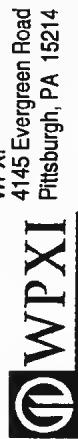
### CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date	Comments:
-----------------------------	-------	-------------------	------	-----------

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.

**Contract #****339694**

Schedule Dates 11/03/12-11/06/12  
 Advertiser WPXI  
 Agency/T-Code Crossroads Media (13324)  
 Product Political - Issue (1068)  
 Brand ISS/AMER. CROSSROADS (140910)  
 Salesperson Telerep/Washington DC, Washington DC (1040)  
 Sales Office Telerep/Washington DC  
 Buyer Name MARONEY,STEPHANIE  
 Phone/Fax /  
 CPE 11/27/1339  
 Account Types National/Political  
 Billing Type Standard  
 Comments AMER CROSSROADS  
 \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*,



Crossroads Media  
 66 Canal Center Plaza  
 Suite 555  
 Alexandria, VA 22314

Pittsburgh (WPXI)		By Broadcast Month	Spots	Rate
Nov. 2012	26	Mary Beth Halas	26	\$47,525.00
Entered By	Yes	CO-OP	26	\$47,525.00
Headline #	06402255	Demo		

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / Sports-Football	11/03/12-11/03/12	3	:30	3:28p- Notre Dame Football							2	2	\$7,500.00	\$15,000.00	Pittsburgh (WPXI)	PITTSBURGH VS. NOTRE DAME 330-7P/22	11/1/12	
13.0	Normal Line / Spot	11/03/12-11/03/12	2	:30	6a- 8a (EST)							1	1	\$675.00	\$675.00	Pittsburgh (WPXI)	NEWS 6-8A/24	11/1/12	
14.0	Normal Line / Spot	11/03/12-11/03/12	4	:30	7:30p- Hines Ward Show							1	1	\$675.00	\$675.00	Pittsburgh (WPXI)	HINES WARD SHOW 730-8P/25	11/1/12	
14.0.1	Closed Preempt	11/03/12															Pittsburgh (WPXI)	Sports Over Run/Spot -	
15.0	Normal Line / Spot	11/03/12-11/03/12	2	:30	8a- 10:30a (EST)							1	1	\$750.00	\$750.00	Pittsburgh (WPXI)	NEWS 8-1030A/26	11/1/12	
16.0	Normal Line / Spot	11/04/12-11/04/12	2	:30	11:30p- Channel 11 News Following Football 1130p							1	1	\$4,500.00	\$4,500.00	Pittsburgh (WPXI)	NEWS 1135P-1235A/28	11/1/12	
17.0	Normal Line / Spot	11/04/12-11/04/12	2	:30	5:59p- CHANNEL 11 NEWS							1	1	\$1,400.00	\$1,400.00	Pittsburgh (WPXI)	NEWS 6-630P/29	11/1/12	
18.0	Normal Line / Spot	11/04/12-11/04/12	4	:30	8a- 10a (EST)							1	1	\$375.00	\$375.00	Pittsburgh (WPXI)	NEWS 8-10A/30	11/1/12	
19.0	Normal Line / Spot	11/04/12-11/04/12	3	:30	12:35a- Law & Order							1	1	\$725.00	\$725.00	Pittsburgh (WPXI)	LAW & ORDER: 1225-205A/32	11/1/12	
20.0	Normal Line / Sports- Local Pro	11/03/12-11/03/12	3	:30	2:30p- Pitt/Notre Dame Pre Game							2	2	\$2,250.00	\$4,500.00	Pittsburgh (WPXI)	PITT-ND PREGAME SHOW 230-330P/33	11/1/12	
21.0	Revised Line / Sports-Football	11/04/12-11/04/12	3	:30	8:13p- NBC Sunday Night Football							1	1			Pittsburgh (WPXI)	NFL: COWBOYS @ FALCONS 805P 12A/31	11/1/12	

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser: Date: Accepted-Station: Date: Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.

**Contract #****339694**

11/03/12-11/06/12

**Schedule Dates**

Advertiser

Agency/T-Code

Product

Brand

Salesperson

Sales Office

Buyer Name

Phone/Fax

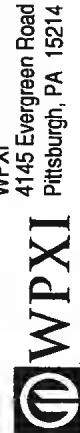
CPE

Account Types

Billing Type

Comments

\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*,



Crossroads Media  
66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

<b>Pittsburgh (WPXI)</b>		<b>Spots</b>	<b>Rate</b>
By Broadcast Month			
Nov. 2012	26	\$47,525.00	
Grand Total:	26	\$47,525.00	

<b>WPXI</b>	4145 Evergreen Road	Date Entered	11/01/12
Pittsburgh, PA 15214	Pol/Isf/American Crossroads (13324)	Last Modified	11/05/12
	Crossroads Media (1218)/055317791	Entered By	Mary Beth Halas
	Political - Issue (1068)	CO-OP	Yes
	ISS/AMER. CROSSROADS (140910)	Headline #	06402255
	Telerep/Washington DC, Washington DC (1040)	Demo	
	Telerep/Washington DC	Order Type	Normal
	MARONEY,STEPHANIE	Package Deal	
	/	Commission %	15.00
	11/27/1339	Commission	\$7,128.75
	National/Political	Net Total	\$40,396.25
	Standard	Sales Tax	

AMER CROSSROADS

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
21.1	Normal Line / Sports-Football	11/04/12-11/04/12	5	:30	8:14P- NBC Sunday Night Football						1	1		\$6,500.00	\$6,500.00	Pittsburgh (WPXI)	NFL: COWBOYS @ FALCONS 802P-12M/31	11/2/12	
22.0	Normal Line / Prime	11/03/12-11/03/12	5	:30	9P- NBC Movie of the Week 9-11P					2	2		\$1,200.00	\$2,400.00	Pittsburgh (WPXI)	MOVIE: RUDY 9-11P/27	11/1/12		
23.0	Normal Line / Spot	11/04/12-11/04/12	10	:30	5:30A- 6A (EST)						1	1		\$0.00	\$0.00	Pittsburgh (WPXI)	Ward moved from 11/3 to 11/4 line 14	11/4/12	
24.0	W/G For 14.0.1 / Spot	11/06/12-11/06/12	2	:30	10A- Ellen						1	1		\$675.00	\$675.00	Pittsburgh (WPXI)	Ellen/25	11/5/12	

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.